

Current
Comment

With the approach of the two national political conventions which are now only a few weeks away, interest continues to quicken in candidates for the coming November election. Most of the interest regarding national candidates naturally centers in the Democratic convention for the reason that it is now generally admitted that President Hoover will be renominated at Chicago by the Republicans, without serious opposition.

But the Democratic situation is an entirely different story. For a while it seemed that Governor Roosevelt of New York would run away with the nomination for President but things have changed somewhat during the past week or so. The change came through the unexpected strength shown by the former governor of New York, Alfred E. Smith, in the primaries in Pennsylvania and Massachusetts. While it was expected that Smith would carry Massachusetts, not even his own friends predicted that he would get the three to one vote that came to him, or that he would sweep the entire delegation.

The result in Pennsylvania was little less surprising. Friends of Governor Roosevelt had claimed that he would sweep the Keystone state and get practically all of the delegates. Roosevelt did carry the popular primary but it was only by a very small vote, surprisingly small in view of the fact that in many counties the Smith followers had made little or no effort to make an organization. And Smith's friends are now claiming that they will have more votes in the Pennsylvania delegation on the final showdown in the convention than Roosevelt will have.

While the gathering of delegates was confined to the far west and the south, Roosevelt seemed to be sweeping the country, and it seemed that he might be nominated on the first ballot. But the latest results in the east have undoubtedly slowed down his campaign considerably. Delegations to the Democratic convention are to be selected in the near future in Connecticut, Rhode Island and New Jersey and the Smith workers are now claiming that the genial Al will sweep all three of these states. Then the big fight for the New York delegation will be on and the fur will fly in real earnest. If Smith gets the majority of the New York delegates the Roosevelt program will be in real danger. The fact is, that while Roosevelt is strong in the west and south, he is not so strong in the east, and the Democrats realize they will have to carry some of the eastern states to win next fall. There are few Democratic votes in the west at any time and the south is solidly Democratic anyhow.

Few of Smith's followers believe that he will be nominated in Chicago but they do think he will hold the balance of power, and if he does, they say, the nominee will not be Governor Roosevelt. As a result of this theory, the so-called dark horse candidates are beginning to sit up and take notice. These candidates in-

HIGH SCHOOL GIRLS
GIVE PROGRAM FOR
MOTHERS MAY 6TH

Friday afternoon, May 6, the girls of the Campbell high school entertained their mothers at their annual "mothers and daughters" day. The high school music and social room in the annex was beautifully decorated with a profusion of lovely spring blossoms and each mother was presented with a corsage of baby roses and forget-me-nots.

After a brief address of welcome by Margaret Smith, president of the Girls' league, a varied program was announced by Genieva DiFiore, chairman of the program committee.

The program consisted of a saxophone solo by Virginia Persico, accompanied by Lois Lloyd; impersonation of negro mammy, "Mandy's Wedding," Ethel Kirk; Estudiantina Waltz, Nina Fay Samford, Muriel Knowles and Mary Rasa; vocal duet, "Sunrise and You," Lois Bachman and Muriel Wilson; impersonation of the modern mother, Verna Gammon; dance, Idell Fulton and Margaret Smith; piano solos, "Moonlight Sonata," Joan Hughes; German song, Elsie Rickers; tap dance, "Wooden Soldiers," girls of first period gym class; vocal solo, Genieva DiFiore; impersonation of a flapper at the movies, Jeanne Rohan; violin solo, Mildred Pyle; dance, Antoinette Malvini; piano duet, Betty Keesling and Olga Brydon; dance, "Swanee River," girls of second period gym class; impersonation of flapper at lunch time, Lula Marie Caldwell; vocal solo, Rosalie Canciamilla; dance, "The Cheer Leader," third period gym class; vocal solo, Rose Capaci; dance, "Garden Waltz," fifth period gym class. Tumbling stunts completed the program.

Punch and homemade cookies were served for refreshments.

Mr. and Mrs. Harry Smith left Thursday for a week's vacation, visiting their nephew and niece, Mr. and Mrs. J. F. Knappen at Maryville, and friends farther north.

Mr. and Mrs. Ernest J. Snow of Alameda were visiting friends and relatives in Campbell Sunday.

Speaker Garner, of the house of representatives, Governor Ritchie of Maryland, Newton D. Baker of Ohio, Governor Murray of Oklahoma and former Governor Byrd of Virginia. Of course, Governor Roosevelt is still far in the lead, but it is to be remembered that a two-thirds vote is required for nomination in the Democratic convention.

Meanwhile the Republican politicians are sitting back and beginning to enjoy the prospect of another severe fight in the Democratic convention, one which may rival that of 1924 in its intensity. Only the future can tell what will happen, but it must be admitted that events of the past few days have slowed down the Roosevelt bandwagon to a considerable extent.

CAMPBELL PRESS

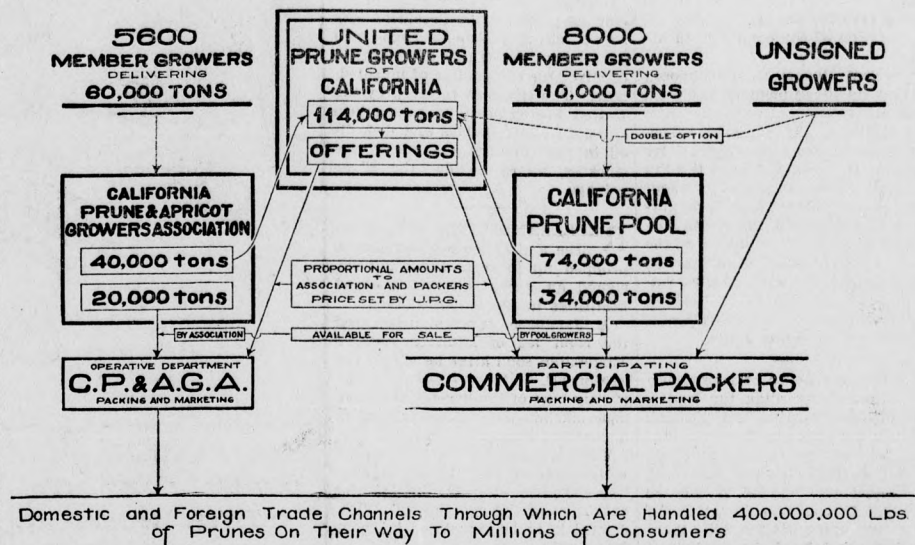
VOL. 29, NO. 33

CAMPBELL, SANTA CLARA COUNTY, CALIFORNIA

TUES., MAY 10, 1932

INDUSTRY CO-OPERATION PLAN

BASED ON 200,000 TON-NORMAL-CROP



The Industry Cooperation Plan provides for the uniting of the prune growers of California under the direction of one central grower-controlled organization empowered to deal with all common industry problems. This central organization will be known as the United Prune Growers of California.

Operating in support of this industry organization will be the present California Prune and Apricot Growers association and a new grower cooperative to be known as the California Prune Pool. The California Prune Pool will occupy a position in the Industry Cooperation Plan comparable to that of the California Prune and Apricot Growers Association in that it will receive the prunes of its members and will make advances upon the pooled portion of the same.

The chief difference between the Association and the Pool will be that one will continue as the manufacturing and marketing factor to the trade as at present and the other will not perform any of these functions.

Independent growers will become members of the California Prune Pool directly and not through the medium of membership in locals as is the case with the association.

Pool members will deliver their fruit to the Pool in the same manner that Association members deliver their fruit to the California Prune and Apricot Growers Association except that only two-thirds of each grower's tonnage in the

former case will be pooled, the other one-third remaining open to sale by the grower owner thereof to any of the participating commercial packers.

The two-thirds which Pool members place under control of the Pool will contain the same proportionate amounts of the different sizes as will the one-third which remains open to sale.

Participating commercial packers are those who become a part of the Industry Cooperation Plan.

Existing gradings and warehousing facilities will be leased to care for Pool tonnage wherever and whenever this is found advantageous to the operation of the Plan.

Pool members will sell one-third of their crops to any of the participating commercial packers at such time as their individual judgments or requirements may dictate, receiving cash settlement thereon direct from the purchaser.

The board of directors of the California Prune Pool will be elected by votes cast on a tonnage basis by grower members from the several districts into which the prune growing area is divided.

The board of directors of the United Prune Growers of California will be selected by the boards of directors of both organizations in proportion to the tonnage each organization delivers under United control.

The United Prune Growers will determine what shall constitute merchantable fruit and what shall constitute inferior and off-grade fruit.

Two-thirds of merchantable Association tonnage and two-thirds of merchantable Pool tonnage will be placed under control of the United Prune Growers of California.

All fruit not merchantable will be delivered to the United Prune Growers of California, for such disposition as the directors thereof deem proper.

The United Prune Growers of California will make offerings from its tonnage at such times and at such prices as the directors thereof may deem proper, a proportionate amount of each offering going to the Association and to the participating commercial packers.

The United Prune Growers of California will establish such industry regulations as standardization of quality and size classifications on merchantable fruit as are judged best suited to industry requirements. The quality and size standards will be made uniform for the entire industry.

The United Prune Growers of California will undertake and have under its direction a commodity advertising and industry development program designed to increase and popularize the use of prunes by consumers generally.

All grading of prune tonnage, including the one-third to be sold direct, will be under the control and supervision of the United Prune Growers of California, thus setting up uniform rules and practices in the operation of the Industry Cooperation Plan.

action.

Old stage coaches that crossed the plains in the fifties, covered wagons that preceded them on western trails, and hundreds of relics of transportation of the fifties, will be in the procession. Mayors of 72 California cities will be guests at the show and children of grammar school age will be admitted free, if accompanied by an adult, Saturday afternoon.

A children's parade, in which 500 youngsters and their pets will march, will open an all-night revel Saturday evening, dancing and fiesta attractions furnishing a dark-to-daylight festival.

Mrs. Morris O'Brien of San Francisco was visiting Mr. and Mrs. George Morton a few days last week.

DANIEL N. BLOOD
BURIED AT LOS
GATOS CEMETERY

Daniel N. Blood passed away at his home on Quito road last Wednesday, May 4. He was 77 years old and a native of Illinois. He had resided in this country for many years.

Mr. Blood was a member of the York Chapter, F. & A. M. No. 63 at York, Neb. Funeral services, which were attended by many local Masons, were held from the Melvin funeral parlor in Los Gatos Friday morning, May 6. Interment was made at Los Gatos cemetery.

Surviving Mr. Blood are his widow, Minerva D. Blood, and daughters, Minnie B. Barnes and Alice Ebaugh, and sons, Charles and Daniel Blood.

HI SCHOOL P. T. A.
FACES CRISIS; MAY
DISBAND THIS YEAR

A regular meeting of the high school P. T. A. will be held next Tuesday evening May 17 at the high school. The meeting will be in charge of Mrs. J. W. Knowles, president.

Mrs. Ralph Saunders of Willow Glen will give a report on the high school work that was taken up at a state convention in Fresno recently.

This is the last meeting of the season, and election of officers will be held, in case the members decide to continue the organization. If disbandment is regarded favorably, there will be no election. The only reason for disbandment is the fact that not enough parents are sufficiently interested in the work to attend.

Mrs. Knowles urges all members to attend in order that a representative group may discuss the important question.

REBEKAHS HOLD
NOMINATION OF
OFFICERS THURS.

Miss Lois Rice was nominated for noble grand at the first nomination of officers at the Ada Rebekah lodge meeting last Thursday evening at the Odd Fellows hall. Miriam Dunlap, Zadie Rice and Katherine Gullick were nominated vice-grand; Lillian Ohlen, recording secretary; Josephine LaBarbera and June Rice, financial secretary; Wilmay Lea, treasurer; Effie Howe, trustee. Second nomination of officers will take place at the next meeting. Election of officers will be held the first meeting in June.

At the first meeting of the lodge in June a class of candidates will receive degrees. All members who have prospective candidates are urged to bring in their applications by next meeting.

Mrs. Jessie Silberbauer, Mrs. Carrie Silver and Mrs. Marie Laracco left Sunday as delegates to the Rebekah assembly from the local lodge. The assembly is being held in Riverside this week.

Frank Blaine is taking a two weeks' vacation from his duties at Fields store and is visiting relatives in Pacific Grove and vicinity.

FUNERAL SERVICES
HELD FOR MANUEL
SOARES LAST WED.

Funeral services for Manuel Soares, a resident of Campbell for a number of years, were held from the A. W. Nuttman parlors last Wednesday. Requiem mass was celebrated at the St. Martin church at Burbank, with Rev. John McGarr officiating.

Mr. Soares had been in poor health for several months and died at the home of his daughter, Mrs. J. L. Victorino in Gilroy last Sunday night. He was 65 years old and a native of Portugal.

He is survived by his widow, Amelia A. Soares of Campbell, two daughters, Mrs. Victorino and Mrs. A. R. Silva of San Jose, and a sister, Mrs. M. Teixeira of Campbell.

BIG TIME PROMISED
LIVERMORE RODEO
COMING WEEK-END

Livermore, May 10—In all its old time glory, the west that was lives again at Livermore Saturday and Sunday when the Livermore rodeo will present a two-day program filled with spectacular cowboy events.

Champion cowboys from all over the west, headed by the world's champion all-around cowboy, Johnny Schneider of Livermore, will compete for more than \$25,000 in cash prizes and special awards.

From the moment the pioneer parade starts at 10:30 Saturday morning until the winners of 20 thrilling contests are decided Sunday afternoon, the program for the big celebration is filled with

News Review of Current Events the World Over

Massie Case Defendants Set Free by Gov. Judd—House Nearly Ruins the Economy Bill—Capone Begins His Term in Atlanta.

By EDWARD W. PICKARD

SWIFTLY and unexpectedly came the climax of the Massie case at Honolulu. Two days in advance of the time set for the passing of sentence on the four convicted of manslaughter in the killing of Kahahu-wai, Judge Davis called the defendants before him and sentenced them to ten years in prison at hard labor. Immediately thereafter Gov. Lawrence M. Judd commuted the sentence to one hour in the custody

of a bailiff, and this time having passed, the navy lieutenant, his mother-in-law, Mrs. Fortescue, and Seamen Lord and Jones were set free. This procedure was in accord with an arrangement made by Governor Judd, Judge Davis and attorneys on both sides. The governor had been subjected to great pressure to pardon the defendants, and it was held that his action was in accord with the jury's recommendation of mercy.

Sentiment in Hawaii was diverse, many of the natives being extremely dissatisfied with what they considered a miscarriage of justice, and most of the whites feeling that the governor should have pardoned the four outright, thus preserving their civil rights. In Washington the latter view seemed to prevail, several senators and representatives being outspoken in the matter. Congressman Summers of Texas introduced a bill granting the President power to pardon defendants in the territories, and before the action in Honolulu was known bills had been introduced in both houses for a congressional pardon for the four convicted. Also a petition for a pardon was signed by eighty members of congress and cabled to Governor Judd.

Dispatches from Honolulu said it was likely the prosecution of the four remaining youths accused of attacking Mrs. Massie would now be dropped. The young woman had said she was ready to go on the stand against them and once more tell of her terrible experience, but Clarence Darrow, her attorney, advised her to come home with her family and forget all about it.

PAUL DOUMER, president of the French republic, was shot three times by a Russian physician named Paul Gougouloff and so desperately wounded that his recovery was considered doubtful. The assassin fired at the veteran statesman as the latter was taking part in the opening of an exhibition of books by war veterans. The police were prompt to seize Gougouloff. They said that as he fired he shouted: "Die for the fatherland."

IN A special message President Hoover scolded congress severely for its failure to date in balancing the budget, and thereby aroused the ire of both houses. He accused the house of representatives of undermining public confidence and undoing the benefits of the reconstruction program, and he also criticized the senate.

MARYLAND'S preferential primary was made interesting by the contest for delegates between President Hoover and Dr. Joseph I. France, the only avowed rival of Mr. Hoover for the Republican Presidential nomination. Though France is a Marylander and was that state's senator a dozen years ago, he was turned down by the home folks, losing to Hoover by a substantial majority. This setback, however, will not serve to put a stop to Doctor France's campaign. He will keep right on trying to corral delegates elsewhere and has engaged convention headquarters in a Chicago hotel. He is his own manager.

Baltimore voters paid more attention to the matter of repealing, so far as that city is concerned, Maryland's 200-year-old blue laws than to the Presidential choice. On this question they cast more than 142,000 ballots and the repeal was passed by a majority of 83,990. The repeal became immediately effective, so Baltimoreans may now transact business, go to movies or bal. games and even kiss their wives on Sunday—all of which and much more was forbidden by the ancient blue laws.

CALIFORNIA Democrats dealt a rather severe blow to the aspirations of Governor Roosevelt, the third within a short time. In the preferential primary they gave Speak-

er John N. Garner a plurality of more than 40,000 votes over the New Yorker. Al Smith came in third, some 75,000 votes behind the Texan. Though Mr. Garner has not been an avowed candidate for the nomination, this makes him more than a favorite son and insures the continuation of the campaign in his behalf.

President Hoover was unopposed in the Republican primary and piled up a big vote.

In Alabama the slate of Democratic delegates instructed for Franklin D. Roosevelt beat the list of uninstructed delegates by about three to one. The New York governor also captured the South Dakota delegation. Republicans of the latter state favored a delegation instructed for Hoover and also voted to send Senator Peter Norbeck back to the senate, defeating Harry E. Brownell of Sioux Falls.

WHEN the house of representatives, disregarding the leadership of both parties, got through mauling the economy measure that was designed to contribute \$200,000,000 savings toward balancing the budget and handed it over to the senate as an amendment to the legislative appropriation bill, there wasn't much left of the product of the special economy committee. Indeed, it was about \$100,000,000 short of the mark.

By limiting government pay reduction to 11 per cent of salaries in excess of \$2,500 the house knocked out \$55,000,000 of the \$37,000,000 it was proposed to save on pay roll cost. The house also rejected savings on veterans' benefits estimated at more than \$48,000,000 and turned down the proposed consolidation of the War and Navy departments which the economy committee promised would save from \$50,000,000 to \$100,000,000.

While administration leaders laid plans to salvage some of the wreckage on the senate floor, the appropriations committee was confronted with the task of revamping the shattered measure.

Meanwhile, prospects of lengthy contests over each side of the triangular problem of balancing the budget—taxation, reduction in appropriations and economy—cast a fresh shadow of doubt over probability of completing the necessary session work before June 10.

FOR several years, at least, the people of the United States need read little if anything about Al Capone, for that eminent gentleman is now behind the bars of the federal penitentiary at Atlanta, serving a term of 11 years for income tax fraud. The United States Supreme court curtly refused to review "Scarface's" case and his attorneys could devise nothing more to keep him out of the penitentiary. His sentence, imposed by Federal Judge Wilkerson, is ten years in Atlanta and one year in a county jail, besides a fine of \$50,000. If Al behaves himself he may be free again in about seven and one-half years, but it is unlikely that he will ever again be a power in the world of gangsters.

On leaving Chicago, where he had been in jail for six months, Capone said, graciously, that he was not sore at anybody and that he hoped Chicago would be better off and the public clamor would be satisfied.

FOR about ten years there has been before congress, in one form or another, a measure designed to make steady the value of the dollar. The other day the house, after brief consideration, passed such a bill, known as the Gold-sborough bill, and turned it over to the senate, where it seems doomed to defeat by the Republican majority. The proponents of this measure say it will restore the purchasing power of the dollar and stabilize commodity prices through the open market operations and rediscount facilities of the federal reserve system.

The bill declares it to be "the policy of the United States," that the average purchasing power of the dollar based on the 1921-1929 level of commodity prices, "shall be restored and maintained by the control of the volume of credit and currency." It charges the federal reserve board, the federal reserve banks and secretary of the treasury with the duty of "making effective this policy."

Opponents of the measure, who include Secretary of the Treasury Mills, say it is "a mandate to the federal reserve board to issue fiat money," and "the greatest scheme

of inflation ever proposed in any country."

SENATOR CARL HAYDEN of Arizona put forward a project of the silver states to boost the price of silver, offering a resolution that would authorize the President to accept, up to July 1, 1936, silver in payment of debts owing the United States by foreign governments. The silver would be accepted at the rate of one and one-half ounces for each dollar of indebtedness discharged, provided the debtor nations agree to not melt or debase their own coins to obtain silver for debt payments.

As a further inducement to debtor nations, the resolution stipulates that when a government satisfies the President it will restore all of its silver coinage to a fineness of at least nine-tenths silver, or shall otherwise increase the use of silver for coinage purposes the President may accept silver payments from such government at the rate of one ounce of silver for each dollar of indebtedness. The silver so received by the United States shall be coined into standard silver dollars and deposited in the treasury, and silver certificates issued against the silver coinage.

REPRESENTATIVES of the Japanese and Chinese governments, propped up in their hospital beds, signed an agreement which ended hostilities in the Shanghai area.

A Japanese surgeon amputated the right leg of Minister Mamoru Shigemitsu soon after he signed the agreement. He was the most seriously hurt of the five highest Japanese officials who were wounded in a recent bombing.

The Japanese volunteered to start withdrawal of their troops at once "as the first step in the faithful execution of the agreement." Withdrawal is to be completed in about four weeks.

In Manchuria the Japanese claimed to have routed the Chinese "insurgents" in bloody encounters, but the revolt against the puppet Manchurian government was not quelled. The League of Nations investigating commission in a preliminary report said every vestige of Chinese authority in Manchuria had been erased by the Japanese, that banditry was on the increase and there was "loss of life, destruction of property and a general sense of insecurity."

SEVERAL highly important decisions were handed down by the United States Supreme court. One of them, read by Justice Benjamin Cardozo, rejected modification of the packers' consent decree of 1920 to permit packers to deal at wholesale in groceries and other lines not related to the packing house industry. In January, 1931, the District of Columbia Supreme court authorized the modification. Under the United States Supreme court's ruling the packers will be prohibited from continuing in their present lines of business and must comply with the terms of the consent decree which restricted their activities exclusively to meat and other slaughter house products.

The tremendous business of the packers was emphasized by Justice Cardozo, who pointed out that the original decree was insisted on because of fear that the companies would otherwise be able to crush their smaller rivals. He said the packers were in a position today to do under the modified decree what was feared when the consent decree was entered. Justices Butler and Van Devanter dissented.

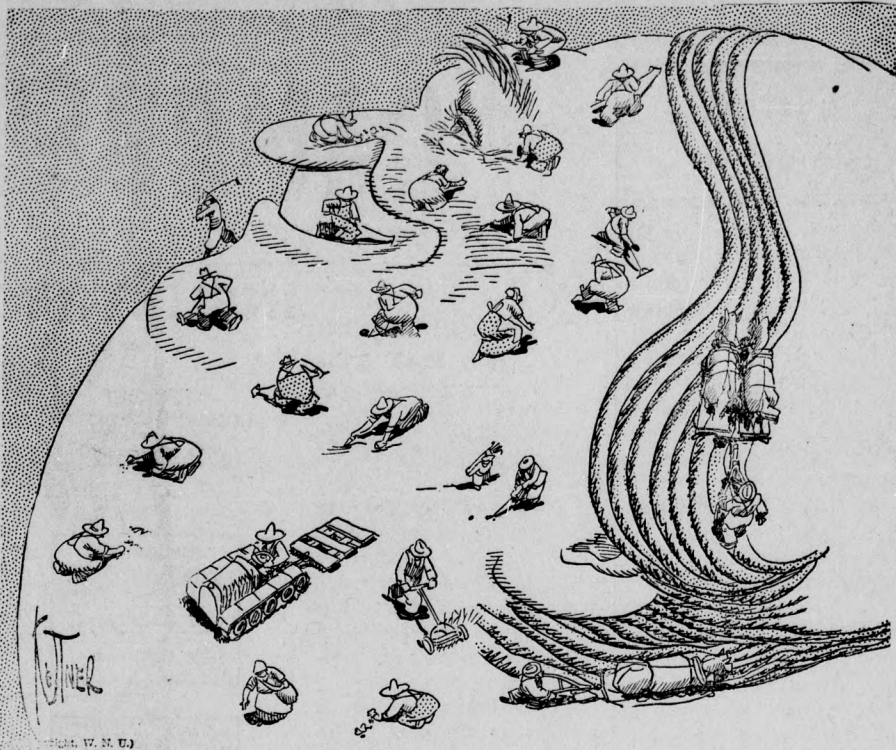
Ruling on a case from Texas, the court decided 5 to 4, that the state Democratic executive committee had acted illegally in barring negroes from participating in the party's primaries. The majority opinion, handed down by Justice Cardozo, and concurred in by Chief Justice Hughes and Justices Brandeis, Stone and Roberts, held that the party committee lacked this power even though authorized by statute to prescribe the requirements for party membership.

President Hoover was upheld in his controversy with the senate over the case of his appointment of George Otis Smith to the federal power commission. The case arose when, in December, 1930, the senate consented to Smith's appointment, then in January, 1931, requested the return of the nomination and voted to reconsider its vote of consent. During the interim, Smith had angered radical senators by dismissing certain power commission employees. The President refused to accede to the senate's request.

HOPE for an adequate American navy was revived when the senate by a vote of 46 to 25 made unfinished business the Hale bill authorizing construction of all ships needed to bring the fleet up to the tonnage limits of the London and Washington naval treaties. The measure undoubtedly will be roughly treated by senators who advocate other legislation and will be displaced from time to time, but Senator Hale expressed confidence that it will come to a vote and be passed before congress adjourns.

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Mother Earth Gets Spring Facial



CHAS. BEAUCHAMP UNDER CARE OF STATE HOSPITAL

Charles Beauchamp of Gilman avenue was taken into custody on the complaint of his sister, Mrs. Homer Clink, also of Gilman avenue, who asserted that her brother had threatened her life. Beauchamp, who has lived here for many years, was taken to the state hospital at Agnew Saturday by Evans and

Coupland, where he will remain for observation.

Benefit Card Party Follows Business Meeting of Grange

The Orchard City Grange held its regular meeting to night at the I. O. O. F. hall with Worthy Master Woodbury in charge of the business session. Several important matters were discussed.

Following the session a benefit card party was held, conducted by the Ladies Auxiliary of the Grange.

Mon., Wed., Sat.
Pumpnickel
Taste Good Bakery

For Colds and Headaches

World's Fastest Relief!

Check a cold in 6 hours—rid your system of it completely in 12! Relieve a headache or neuralgia or neuritis in 30 to 60 minutes. D A R O L The new-type treatment in tablet form. A McKesson & Robbins product.



FIELD'S STORE

Thursday — Friday — Saturday

Drifted Snow flour, 24 1/2 lb. sack 78c
9.8 lb. sack 35c
Morning Milk, 5 tall cans, 25; 10 s.c. 25c
Small White Beans, lb., 5c; 3 lbs. 14c
Hershey's Cocoa, 1/2 lb. can 10c
Pioneer Minced Clams No. 1/2 can 19c
Palmolive Soap, 3 bars 20c
Crystal White Soap, 5 bars 14c
Briardale Salt, 2 lb. pkg. 9c
U. G. Toilet Tissue, 3 rolls 23c
Blue Ribbon Malt, 3 lb. can 46c
Hostess Dessert Cups, 4 for 10c
Paron's Ammonia, pint 19c
Oronite Fly Spray, pint 33c
French's Bird seed, 12c; gravel 8c
Diamond Matches, 6 boxes 23c
Snowdrift, 2 lbs., 38c; 3 lbs. 55c
Vermont Maid Syrup, 12 oz. jug 23c

FIELD'S STORE

PHONE 127 SERVICE AND DEPENDABILITY

What's NEW in Gasoline?

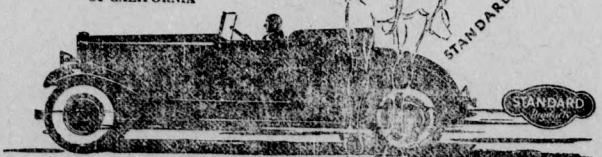
"OCTANE EFFICIENCY!"

You'll find it at STANDARD

More for your money—a full 128 ounces of hard-working power in every gallon of Standard Gasoline!

It's all "go"! That's what Standard's high Octane Efficiency means—more follow-through—more push behind your pistons from the top to the bottom of every stroke! No "ping-ping!"—no power wasted. Try "Standard" or Standard Ethyl Gasoline today—and see.

STANDARD OIL COMPANY OF CALIFORNIA



"GO TO STANDARD"

MORE FOR YOUR MONEY—AT STANDARD STATIONS, INC., AND RED WHITE & BLUE DEALERS

THE CAMPBELL PRESS

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MEMBER OF CALIFORNIA STATE PRESS ASSOCIATION

THE FARMERS CORNER

By Ralph H. Taylor

Man's eating has become largely a byproduct of his wife's reading!

The average California family, to be explicit, eats most of what it reads about most.

And it's the housewife, preparing for her daily shopping expedition, who actually does most of the reading, at least where food advertising is concerned.

These basic principles of the marketing world, long recognized by the California farm cooperatives, have assumed tremendously increased importance to the state's agricultural industry in face of the present highly competitive conditions.

In many branches of the industry, advertising, extensively and effectively employed, has boosted sales and turned threatened loss into actual profit. Without doubt, it has been the most effective weapon available to farm marketing groups in their efforts to cope with nation-wide deflation.

The Pacific Livestock and Meat Institute Ltd., one of the most recently established farm advertising organizations, includes in its membership the California Cattle-men's association, California Wool Growers association and the Western Cattle Marketing association, together with packers, jobbers and retailers in the San Francisco-Oakland district.

Spending \$40,000 in newspaper and billboard advertising in the bay area—a test campaign in an effort to increase the consumption of cattle—the new organization reports results as follows:

1. Increase of 5,500,000 pounds in meat consumption in the bay area during the six months of the campaign.

2. Percentage increase of 4 per cent over the same period in the preceding year.

During the same period that sales in the bay region, under impetus of the advertising campaign, were forging steadily ahead, meat consumption in the nation generally dropped off.

Still another interesting sidelight on the test is that retail buying by individual housewives was largely responsible for the increased sale of meat in the bay area. Wholesale trade, including hotel, cafe and restaurant business, was at low ebb during the six-month test period, due to a drop in tourist trade.

Success of the San Francisco-Oakland experiment, comments W. P. Wing of the California Wool Growers Association, attracted nation-wide attention, and a similar meat advertising organization is now planned for the Los Angeles district, with probability that the campaign will soon extend into every section of the state.

The broader lesson learned by California farmers and their marketing organizations

Campbell News Jots

Mr. and Mrs. Irving D. Townsend arrived yesterday from Los Angeles for a brief visit with the former's parents, Mr. and Mrs. A. B. Townsend of North Union avenue. Friday the younger Townsends are leaving for Yosemite where Irving will be in the ranger service this summer. From there they will go east, where he will enter Harvard university.

Mr. and Mrs. J. Bondon are in Stockton for several weeks, where they are appearing at station KGDM between 9 and 10 o'clock every morning on the program of Rev. Oxup, revivalist.

Mr. and Mrs. Earl Gard, who have been living in Los Angeles for the past two years, arrived in Campbell last Wednesday. They plan to visit here for two months, then return to the south.

Mrs. Harry White left yesterday for several days at the White's cottage, Cliff drive, Santa Cruz.

The Ada Rebekah Stitching club will meet at the home of Mrs. Hazel McQueen on Central avenue Thursday afternoon. Mrs. Hattie Dunham and Mrs. Mary Brown are hostesses.

The Young Women's Service club will meet Wednesday afternoon, May 18, at the home of Mrs. Neil Best on Winchester road. Mrs. Archie Keesling and Josephine La Barbara are co-hostesses.

Miss Clara Rice spent today with Miss Lola Lane in Santa Cruz.

Fresh Every Morning Germ of Wheat Taste Good Bakery

is that even a nation-wide deflation can be beaten by intensive advertising.

The best advertised product, it was conclusively demonstrated, comes to the table most frequently—even making allowance for such factors as individual taste, comparative prices and a generally depleted buying power.

The California Dairy Council, incidentally, has recently uncovered the interesting fact that even the farmer needs to be "sold" on farm products.

Per capita consumption of dairy products, the council finds, is generally larger in the cities than in farming communities—or even in banner dairy counties.

The explanation is found in the fact that the farmer, for many years, has concentrated his selling attack on the cities, neglecting to advertise the value of his products at home.

As a matter of fact, the farmer is no different from his city brother. He eats as he reads—or at least his wife reads for him!

MEET THE QUEEN: 1932



Miss Margaret Marion Murray, blonde, blue-eyed, of stately poise, gracious personality, and smiling face, was named queen of the Santa Clara county Fiesta de las Rosas in an elaborate ceremony at the Sainte Claire hotel in San Jose Saturday evening.

Palo Alto is the home-town of Queen Margaret. She was one of a field of nearly 30 contestants selected by Palo Alto judges. That their judgment

proved correct was indicated in San Jose when a corps of five judges unanimously voted her the queenship.

Queen Margaret is a regular American girl with a few elaborations. She loves to dance. She sings. She plays tennis. Most of all she enjoys her studies. And this is one elaboration—she studies under a private tutor. Her mother is Mrs. Edward Conloy. Her step-father is a San Francisco newspaper man.

Dr. and Mrs. Fisher and two children of Bismarck, N. D., who have been wintering in Santa Cruz, visited Sunday afternoon with Mr. and Mrs. C. T. Fawcett.

The Cambrian Home and School club will hold a whist party at the Cambrian school house next Saturday evening. Mrs. Eva Bachman is in charge of the affair.

Mrs. H. V. Falconer of Monrovia, Calif., is vacationing with her brother, James Murdock of Cupertino, and her sister, Mr. L. Woodard, who celebrated her birthday at The Pines last Thursday.

Miss Maxine Madeira of San Francisco, daughter of W. L. Madeira, post office inspector, is spending the week with her grandparents, Mr. and Mrs. L. Woodard.

Two QUESTIONS FOR VACATIONISTS



1. Have you made a will outlining your own plans for the wise distribution of your property?
2. Have you assured the economical, expert, responsible handling of your estate by naming this bank as your executor and trustee?

Our booklet, "SAFEGUARDING YOUR FAMILY'S FUTURE," will prove interesting to will makers. There is a copy for you here.

TRUST DEPARTMENT

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Auction bridge was enjoyed by the members of her bridge club at the home of Mrs. Bert Young on Los Gatos road following a Chinese dinner at the Oriental cafe in San Jose Wednesday evening. Mrs. Hilda Olson, guest of the evening, won high score prize and Mrs. Horace Lea won consolation prize. Cake and coffee was served at midnight. Present were Mrs. Olson, Mrs. Lea, Mrs. F. R. Anderson, Mrs. Julius Bachman, Mrs. Earl Young, Mrs. Ethan Lanphear, Mrs. R. H. Knappen and the hostess.

The Country Woman's club will hold an open meeting Monday, May 16 at the Community hall. Mrs. F. L. Howes Mrs. I. A. Beal and Mrs. G. S. Robson are in charge. The annual picnic will be held on June, 6

Mrs. Harry Barnes will entertain the members of the Ladies Auxiliary of the Orchard City Grange next Friday at her home near Cambrian school. Plans for a dinner to be served to the mem-

bers of Pomona Grange at their all-day meeting Saturday May 14 at the Campbell high school will be completed.

Robert Robertson, 12-year-old son of Mr. and Mrs. S. Robertson of South Fourth street, broke his arm yesterday while playing. He is getting along very nicely.

Almond Filled Coffee Cake

Special This Week Only 22c

Here's a wonderfully rich Coffee Cake, with extra eggs and sugar, and topped with genuine sliced almonds. Try one today

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29x4.50-20	\$4.30	\$4.17	.91
30x4.50-21	4.37	4.23	.91
28x4.75-19	5.12	4.97	.94
29x4.75-20	5.20	5.04	.91
29x5.00-19	5.39	5.23	1.00
30x5.00-20	5.45	5.29	1.14
31x5.00-21	5.72	5.56	1.16
28x5.25-18	6.15	5.97	1.02
31x5.25-21	6.63	6.43	1.16
30x3 1/2 Reg. Cl.	3.57	3.46	.86

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HEAVY DUTY GOODYEAR PATHFINDER
Supertwist Cord Tires
CASH PRICES

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32x6	20.50	25.50	3.20
34x7	36.40	35.30	4.35
6.00-20	14.50	14.07	1.82
7.00-20	22.40	21.73	2.55
7.50-20	26.45	25.60	3.90

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See the Goodyear advertisement in THE SATURDAY EVENING POST for May 14.

Who knows the most about tires? The public that uses them! That public says Goodyear Tires are best in value. For 17 successive years it has bought more Goodyear Tires than any other kind. Come see why!

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Rm. 6, Porter Bldg., San Jose
Phone San Jose 2447

DR. P. H. BROWNING
Veterinarian
Ph. Col. 663 :: 66 N. San Pedro St.
San Jose, Calif.

Masonic Notice
Charity Lodge No. 362, F. & A. M., Campbell, Calif.
Stated meetings held on the first Monday of each month.
Harry Smith, W. M.
T. A. Robinson, Secretary

Independent Order of Odd Fellows
Morning Light Lodge
No. 42 Meets every Thursday evening in I.O.O.F. hall.
Sojourning members are cordially invited to attend the lodge meetings.
Obren Kossich, N. G.
J. H. Bachman, Sec.

Independent Order of Odd Fellows
Patriarchal Branch
Barnes Encampment No. 77
Meets first and third Wednesday evenings at I. O. O. F. hall in Campbell.
Ed. Mitchell,
Chief Patriarch.
A. E. BRYDON,
Scribe.

NOTICE TO CREDITORS
Estate of John D. Robinson, Deceased.
Notice is hereby given by the undersigned Administrator of the estate of John D. Robinson, deceased, to the creditors of and all persons having claims against the said decedent, to file them, with the necessary vouchers, in the office of the Clerk of the Superior Court in and for Santa Clara County, California, within six (6) months after the first publication of this Notice, or within said period to exhibit the same, with the necessary vouchers, to the said Administrator at the office of Bohnett, Hill & Cottrell, Room 807, First National Bank Building, in the City of San Jose, California, where all business connected with said estate will be transacted.
San Jose, Calif., this 19th day of April, A. D. 1932.
J. W. Robinson,
Administrator of the Estate of John D. Robinson, Deceased.
Bohnett, Hill & Cottrell,
Attys. for Administrator.
(31-2-3-4)

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUG. 24, 1912.
Of Campbell Press, published weekly at Campbell, Calif., for April 1, 1932.
State of California, County of Santa Clara: ss.
Before me, a notary public in and for the State and county aforesaid, personally appeared R. H. Knappen, who, having been duly sworn according to law, deposes and says that he is the editor of the Campbell Press and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Aug. 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:
That the publisher is Harry C. Smith, Campbell, Calif.; that the editor is R. H. Knappen, Campbell, Calif.; that the owner is Harry C. Smith, Campbell, Calif.; that the known bondholders, mortgages, and other securities holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.
R. H. Knappen.
Sworn to and subscribed before me this 15th day of April, 1932.
G. E. Farley,
My Commission expires Feb. 8, '35

SHERIFF'S SALE

Under and by Virtue of an Execution Issued Out of the Superior Court of the County of Santa Clara, State of California, on the 25th day of April, A. D. 1932, and to me directed and delivered upon a Judgment rendered in said Court, on the 6th day of November, A. D. 1931, in favor of American Trust Company, a Corporation and against George E. Hyde & Co., a Corporation, for the sum of \$18,693.77 in lawful money of the United States, together with costs of suit and interest, I have levied on all the right, title, claim and interest of said defendant of, in and to the following property, to-wit: All that certain parcel of land situate in the County of Santa Clara, State of California, particularly described as follows:
PARCEL NO. 1: Beginning at a point on the Westerly line of Central Avenue distant thereon Sixty (60) feet Southerly from the Northeast corner of Lot 6, as said lot is delineated and so designated upon Map entitled "Subdivision of Campbell Tract at Campbell Station," and which said Map was recorded on January 3, 1888, in the office of the County Recorder of the County of Santa Clara, State of California in Vol. "C" of Maps, page 49 and running thence Westerly and parallel with the North line of said Lot 6, to a point in the Southwesterly line of said Lot 6; thence Easterly and along the Southwesterly line of said Lot 6 to the Southeast corner of said Lot 6; thence North along the Westerly line of Central Avenue Fifty-one (51) feet, more or less, to the point of beginning, and being a portion of Lot 6 of the Subdivision hereinabove referred to.

PARCEL NO. 2: Lot Seven (7) as delineated and so designated upon Map entitled "Map of Campbell's Southwestern Addition to the Town of Campbell, Santa Clara Co., Cal., being a part of the N. W. 1-4 of Sec. 35, T. 7, S. 1, W. 4, M. D. M.", and which said Map was recorded on August 28, 1894 in the office of the County Recorder of the County of Santa Clara, State of California in Vol. "H" of Maps, page 85.
NOTICE is hereby given that on Wednesday the 25th day of May, A. D. 1932, at 11:00 o'clock A. M. of said day, I will sell all the right, title and interest of said George E. Hyde & Co., a Corporation, in and to the above described property, or so much thereof as may be necessary to satisfy Plaintiff's claim, besides all costs, interest and accruing costs.

This sale will take place at the Front Door of the County Hall of Records in the City of San Jose, County of Santa Clara, State of California at PUBLIC AUCTION, for Cash in hand, to the highest and best bidder.

Dated: San Jose, California, this 2nd day of May, A. D. 1932.
WM. J. EMIG, Sheriff
By Robert P. Thompson,
Deputy Sheriff.
(May 3-10-17-24)

Molasses Windows

An English scientist has developed a method which may prove one of the most important inventions for many years. At the present time the world produces more sugar than it can use for food. One of the great problems is to know what to do with the surplus. The invention concerns a process by means of which crude sugar in the form of molasses can be converted into a substance as hard and as transparent as glass. It has, moreover, the valuable property of passing the health-giving ultra-violet rays which are stopped by ordinary window glass. The material can be blown, molded, or rolled, just like glass.

Sundial for Nightwork

A sort of sundial which works without the sun is being erected on the top of a Moorish tower in the gardens of the port of Guayaquil, in Ecuador. A powerful beacon light is being revolved from the top of the tower, operated electrically from a synchronized clock. The beams of light, which makes a complete revolution every 12 hours, will tell the time at night by shining on a number of well-known landmarks as it revolves. The same spots will be lighted up at the same time every night.

Odd Australian Animal

The jerboa, or jerboa rat, which inhabits the southern portion of Australia is an interesting little animal. Its body is three inches, its tail four inches long, the last inch of the tail being black and tufted like a lion's. The body color is gray, white underneath. The hind legs resemble those of a kangaroo, the white feet having four claws. The short front legs have five fingers. Its head is pointed, its ears particularly large, eyes small and bright.

Boost for Bostonese

"American Well Wisher" writes in the London Daily Telegraph, "Londoners pay the Americans a compliment (quite unwittingly) when he credits them with giving the first letter in the alphabet its right pronunciation. A cultured and much-traveled friend, an Englishman, told me that the best English he ever heard spoken was in Boston (Mass., U. S. A.). Having lived there many years I believe this to be true."

Flower Growing a Gamble

Southern France and Italy and Spain to a lesser extent, having succeeded certain oriental and Balkan regions as the center of produc-

HIGH SCHOOL C. E. STAGES MOTHERS' DAY PLAY SUN. EVE

The high school group of the Congregational Christian Endeavor presented a Mothers' day program Sunday evening in the form of a three-act play entitled "The Tree of Golden Fruit." Those taking part in the production were Lois Bachman, Rosemary Clark, Ruth Farman, Helen Robinson, Evelyn James, Vivian Baker, Nora Brydon, Mary Burgess, Ruth Payne, Horace Person and Philip Covey.

This Sunday at the church men of the State college Y. M. C. A. will have charge of the evening services. The program, which includes special singing and speaking, will begin at 7 o'clock. Adults are invited to join with the younger groups in the service.

A united meeting of the sections of the Guild will meet at the church Thursday afternoon at 2 o'clock. A brief business session will precede an old fashioned quilting party. The Utili Dulci group will serve refreshments.

tion of flowers and their essences, enjoy a quite lucrative trade from them. It is an important business. Since growing regions for choice products are small, crop failures, not unusual with so delicate a product, cause abrupt and violent fluctuations. For the same reason, speculation in these commodities is gambling of a most precarious sort.

Ideal of Truth-Telling "Hardest Thing in Life"

On the moral side an inflexible habit of truth implies most of the virtues. Courage, for example, "Without courage, for example, truth, and without truth there can be no other virtue," was one of Sir Walter Scott's infrequent ethical judgments.

It is also a social grace. There is no greater bore than the man who, from some mental twist or defect, is habitually slipshod in his statements of fact, John Buchan, writing in the London Graphic, asserts. I do not refer to the pleasant habit of making things a little more dramatic and amusing than they actually are, of giving a story "a cocked hat and a horse"; or the exaggerations and understatements which have a humorous purpose. I mean the incurable, half-unconscious inexactness which afflicts some people who have no intent to deceive.

But when we pass from the obvious duties of not telling cowardly or cruel lies and of aiming at the rough-and-ready fidelity to fact which ordinary life demands, we find the ideal of truth-telling a difficult one—the most difficult thing in life. A right conception of what truth means does not come early in education; it is its ultimate goal, and a goal not often reached.

Discovers Evidence of Old Hawaiian Culture

Paved stone foot trails extending over the widest and rockiest stretches of lava, artificial fish ponds, which are formed by building a barrier of rock across a narrow bay or cove, and playgrounds represented by prepared tracks down grassy slopes for sled coasting are among the accomplishments of a forgotten culture found by W. M. Walker of the bureau of American ethnology on the almost deserted island of Maui in the Hawaiian group.

He also found sites of 230 altar places, usually on headlands overlooking the sea and oriented towards the ocean, which evidently had a prominent place in the old religion. The largest of these was more than 400 feet long and had a terraced slope 500 feet high extending over the edge of the hill. Much of this culture, especially the paved trails, is attributed by the natives to the genius of a legendary hero.

The old chiefs, Mr. Walker found in his research, carried on under the auspices of the Bishop museum of Honolulu, were buried in almost inaccessible cliffs where it is practically impossible to find their graves.

Special Postage Stamps

Athletics and field sports of almost every kind have been the subject of special issues of postage stamps in many parts of the world, which makes a striking and original collection. When the ancient festival of Olympic games was first revived at Athens five and twenty years ago, the Greek government gave as a contribution toward the expenses of the undertaking the proceeds of the sale of a series of stamps commemorating the glories of the Olympiads of former days, the classic designs of which embraced a contest of gladiators, a disk thrower and a quadriga or racing chariot all copied from famous statues or bas-reliefs.

Mysterious Magnetic Rocks

Magnetic boulders may have played a part in a shipwreck when the American liner Western World went aground off Ponta do Bol, on the Brazilian coast. According to shipping men the rocks exert a powerful magnetic attraction similar to that of the loadstone. Although the force of attraction is not nearly enough to draw a ship upon the dangerous shoal, it is known sometimes to throw compasses of passing ships as much as ten points out of true. Thus a liner may lose its bearings and be swept on the rocks by an inshore current.

Changed Meaning of Names

The meaning of words is always changing and one reason for this is because we adopt a word from another language and incorporate it in our own, giving a different interpretation to its meaning. This word "tempo" used so universally in music is an example of this. The French word temps, means time but is, the parts or divisions of musical notes, but we do not use

"temps," or "tempo" in that sense. Neither do the Germans. Their "Tempo wie vorker" means, the tempo primo, the former speed of the piece, not the division of notes

Temple Built to Honor Great Egyptian Goddess

The temple at Denderah is one of the most famous temples in all Egypt. According to the historical facts which the scientists have been able to dig out of the hieroglyphic records, it was restored by Pharaoh Pepi I. who lived four thousand years ago in the Sixth dynasty.

There is a high wall round the temple, with a majestic gateway, and to walk through this gateway is to be awed by the majesty of the columns of the entrance hall. The capitals of these columns are graven in the image of Hathor, the

goddess to whom the temple is dedicated. She is represented as a woman with the ears of a heifer and with hair flowing down both sides of her head.

A center aisle leads through the Hall of Columns to the shrine proper. On each side of this aisle are chambers which are identified by hieroglyphic inscriptions denoting their particular uses. Also there is a gallery encircling the shrine and from this still other chambers open.

On the roof of the temple is a shrine to Osiris and here there are hieroglyphics describing the ritual of the Osiris cult.

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Perhaps you'd like to protect your DAIRY PROFITS
Of course you would!
The success which other dairymen are having in safeguarding and even increasing their profits is neither chance nor luck. It is largely due to careful sterilizing of all dairy utensils with up-to-date equipment.

One of the most efficient sterilizers used today by successful dairymen is the Wellman Electric. Its most attractive feature is low operating cost. There is a style and size suitable for dairy farms with herds of any number up to 65 cows.

Operators of larger dairy farms are replacing antiquated steam generators with the WESIX Steam Boiler. This electrically operated boiler produces quick, low pressure steam and an abundance of hot water for use in large sterilizers.

Unlike equipment using other fuels, either one of these electrically operated sterilizing units may be placed in your milk room.

The use of either also enables the dairyman easily to comply with state and city ordinances governing bacteria count. In addition, the reduction in bacteria count enables him to command better prices for his higher quality products.

If you would like to reduce bacteria count and operating costs, and if you would like to increase your dairy profits as others are doing, install a WELLMAN or WESIX sterilizing unit. For complete details, get in touch with a Rural Power Representative through our nearest office.

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